

To: Lauren



LEO BURNETT U.S.A.

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November 2, 1995

Ms. Shelby Town-Rafferty
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

RE: Parliament October Topline Response Report

Dear Shelby:

Attached please find the October Topline Response Report for Parliament.

Background

The source of data is current responders and responses loaded to the database as of update which finished 10/11. Attached are Topline Response Reports for each current Parliament program, a list of definitions, and an historical response summary of Parliament direct programs.

Highlights

Program	Highlights
1995 Direct #1 Offensive	<ul style="list-style-type: none">• Response appears complete with an overall response rate of 9.1%• Response of past responders(11.2 - 27.6%) are outperforming competitors with Parliament in consideration set (7.1%).
1995 Direct #1 Defensive	<ul style="list-style-type: none">• Response has leveled off at an overall response stands of 29.4%.• The response model correctly ranked responders with a high of 42.6% rate in the top sextile and 11.3% in the bottom (\$1 markets).
1995 Direct #2 Offensive	<ul style="list-style-type: none">• Coupon response is still coming in. Currently 11.8% of the coupons have been redeemed, up from 6.3% for Offensive #1.
1995 Direct #2 Defensive	<ul style="list-style-type: none">• The responder rate is currently 26.8%.• Coupon response is leveling off at 24.9% (higher than the 19.8% response to Defensive #1) and premium response at 5.7%.

Also -
Check up/less
on when we
are getting
the R Zone
research
results

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1995 Direct #3 Defensive	• 21.6% of those mailed have responded to date versus 29.5% and 26.8% for #1 and #2, respectively.
1995 Direct #4 Defensive	• Responses have just started hitting the database. The survey response rate stands at 9.1%.
1995 Party Zone Events	• A total of 23,293 responders have been loaded to date for 1995 Party Zone event cards.
1995 Promotions	• Survey responses for the June pack survey August carton survey and August ONHH currently are 2,576, 5,301 and 2,134 respectively.

The next topline Response Report will be issued in early December. Summaries will be included for new 1995 programs when response data is available on the database.

If you have any questions, please call.

Sincerely,
LEO BURNETT U.S.A.

Tom
Tom Claggett

cc: J. Vander Putten, M. Yates, L. Schwartz, L. Steen - PM
M. Larson, J. Hassman, M. Payton - LBCo.

- Some tapes not loaded properly
- Tom currently investigating
- gross event cards \neq # good cards
- # of rejects

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What about the other 17,000 names? P Zone Summer names totalled \approx 40,000. They should have been loaded by now.

MONTHLY TOPLINE RESPONSE REPORTS DEFINITIONS

- **Responders**
Unique individuals who have responded to one or more response devices in a mailing. While some individuals may have responded to a coupon and ordered a premium, they are only counted once.
- **Responder Rate**
The number of responders as a percent of the total audience mailed.
- **Responses**
The total times individuals have responded to a particular offer. For example if an individual orders three premium items, three responses are recorded.
- **Response Rate**
The number of responses as a percent of the total number of opportunities to respond. For example, if two coupons are offered in a mailing, the coupon response rate will be based on the total number of coupons distributed rather than the mail quantity.

Note that the responses reported are based on what has been loaded to the database and may not be reflective of postal counts or fulfillment reports.

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PARLIAMENT DIRECT PROGRAMS HISTORICAL RESPONSE

Program	Mailed	Audience Size	Offers	Response	Response					
				Status	Total	Coupons	Gift	Survey	RAF	
DEFENSIVE										
1993										
Direct #1	1/93	154,998	\$2 off Cart/4 pks Wineglasses	Complete	16.8%	15.8%	4.8%			
Direct #2	5/93	155,958	\$2 off Cart/4 pks Getaway Gear	Complete	16.0%	15.0%	NA			
Direct #3	11/93	154,989	(2) \$1 Cart/4pks Getaway Gear Survey	Complete	18.3%	13.9%			10.7%	
1994										
Direct #1	2/94	200,000	\$1 off Cart/4 pks Luggage Survey	Complete	24.3%	21.3%	8.8%		13.8%	
Direct #2	4/94	190,042	\$1 off Cart/4 pks Luggage	Complete	18.6%	19.5%	3.9%			
Direct #3	6/94	197,648	\$1 off Cart/4 pks Bath Collection RAF Survey	Complete	15.5%	15.4%	4.8%			3.7%
Direct #4	8/94	201,626	\$1 off Cart/4 pks Bath Collection	On-going	2.8%	1.8%	2.7%			
Direct #5	11/94	209,812	\$1 off Cart/4 pks Free Gifts order Survey RAF Survey	On-going	13.2%	0.4%	9.6%		10.6%	5.4%
1995										
Direct #1	2/95	200,513	(1)\$1 Cart/4 or \$2 Cart/4 or \$2 Cart/2 Survey	On-going	29.5%	19.8%			19.8%	
Direct #2	4/95	186,997	\$1 off Cart/4 pks Picnic order form	On-going	26.8%	24.9%	5.7%			

loading still going on b/c seems to

probably includes offensive P.D. was

loading still going on b/c seems too low

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19.8% probably includes offensive P.O. was supposed to split Seems too high - probably a mistake?

PARLIAMENT DIRECT PROGRAMS HISTORICAL RESPONSE

Program	Mailed	Audience Size	Offers	Response	Response				
				Status	Total	Coupons	Gift	Survey	RAF
DEFENSIVE (Cont'd)									
1995 (Cont'd)									
Direct #3	6/95	187,037	\$1 off Cart/4 pks	On-going	21.6%	21.9%			
Direct #4	8/95	193,397	\$1 off Cart/4 pks Survey	On-going	0.4%	0.4%		9.1%	
OFFENSIVE									
1993									
Direct #1	1/93	20,000	\$2 off Cart/4 pks Wineglasses	Complete	4.2%	4.4%	0.5%		
Direct #2	5/93	19,041	\$2 off Cart/4 pks Getaway Gear	Complete	5.5%	3.8%	NA		
Direct #3	11/93	19,999	(2) \$1 Cart/4pks Getaway Gear Survey	Complete	7.6%	5.1%	NA	1.1%	
1995									
Direct #1	1/95	219,661	<i>pack</i> \$1 off Cart/4 pks \$1.50 off 2 pks Duffle Bag Survey	On-going	9.1%	6.3%	1.3%		
Direct #2	3/95	247,290	(2) \$2 off 3 pks & \$1.50 off 2 pks Duffle Bag	On-going	13.6%	11.8%	0.9%		

*I don't think
these are correct
coupon values...
Please check*

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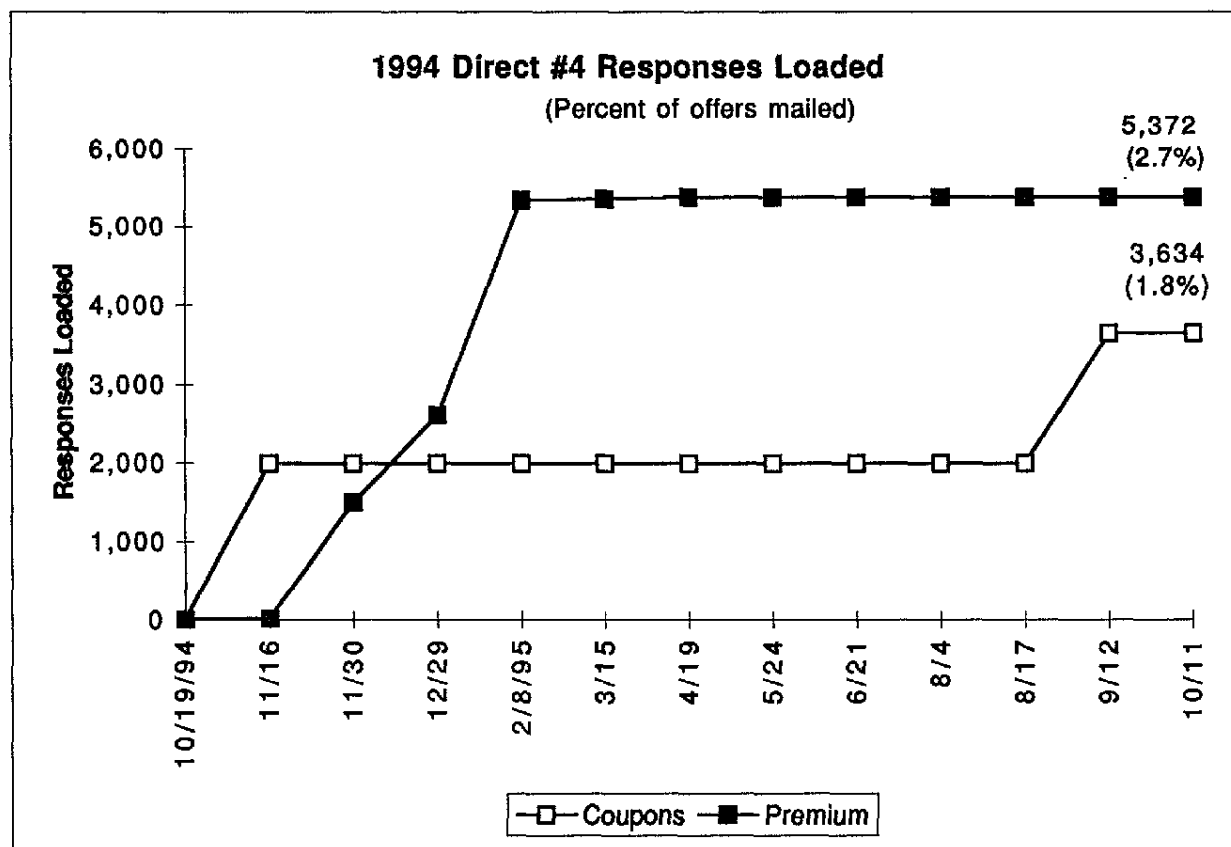
TOPLINE RESPONSE STATUS FOR 1994 PARLIAMENT DIRECT #4 ((94531)

DROP DATE: August, 1994

OFFERS: ONE \$1.00 OFF CARTON/4 PACKS, BATH COLLECTION ORDER FORM

RESPONDERS*

CELL(S)	DESCRIPTION	MAILED	RESPONDERS ON DATABASE	RESPONDER RATE
1	Recip '94 #3	196,866	5,412	2.7%
2	92 N-Resp who resp '93 pgm	332	28	8.4%
3	New smkr nms since '94 #3	4,428	151	3.4%
	Total Direct	201,626	5,591	2.8%
	Pass along orders	NA	267	
	Total		5,858	
	Change since last report		-1	

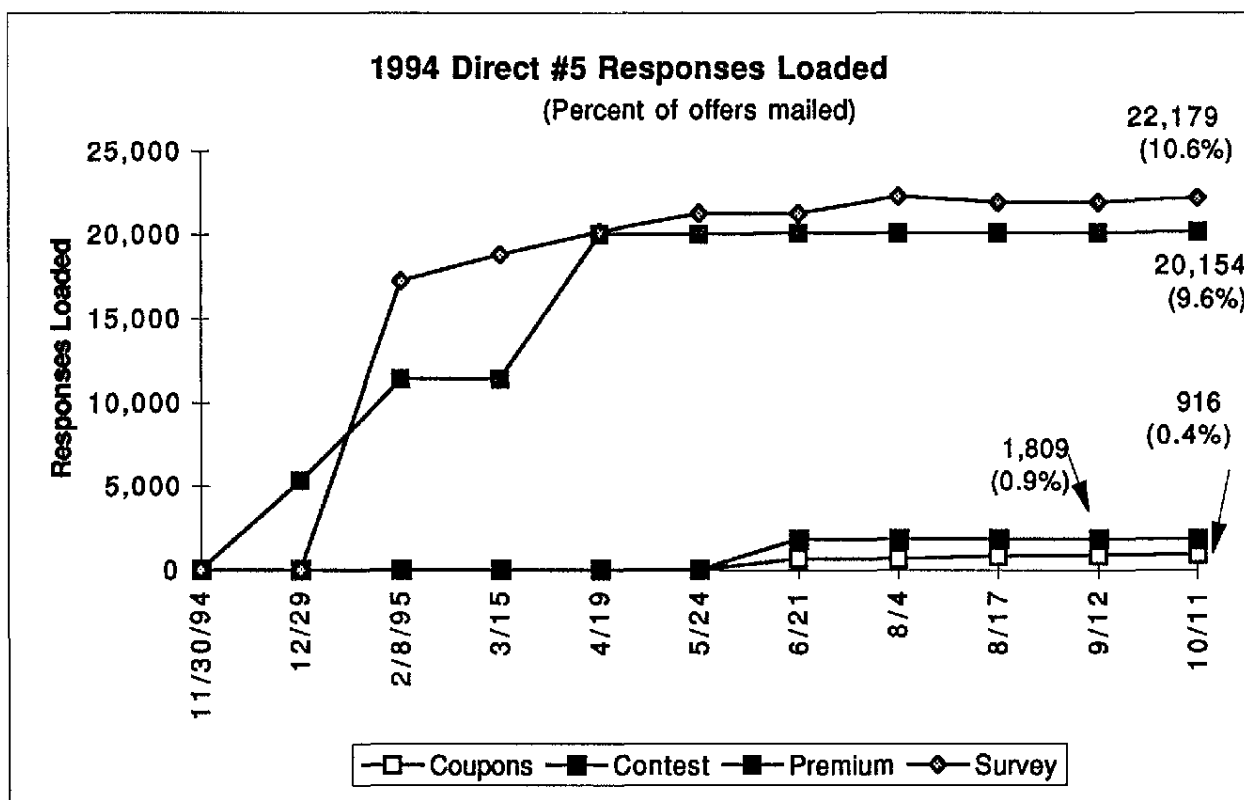
RESPONSES**

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*Responder = unique individuals who have responded to one or more response devices. ** Responses = total time individuals respond (includes response to multiple response devices).

TOPLINE RESPONSE STATUS FOR 1994 PARLIAMENT DIRECT #5 ((94535)
DROP DATE: November, 1994
OFFERS: ONE \$1.00 OFF CARTON/4 PACKS, FREE GIFTS ORDER FORM, CONTEST ENTRY, SURVEY
RESPONDERS*

CELL(S)	DESCRIPTION	MAILED	RESPONDERS ON DATABASE	RESPONDER RATE
1	Recip '94 #4	196,357	25,679	13.1%
2	92 N-Resp who resp '93 pgm	1,209	182	15.1%
3	Par smkr resp '94 age 35-44	7,181	1,112	15.5%
4	Par smkr resp '94 F age 25-34	3,700	622	16.8%
5	Par smkr resp '94 M age 25-34	1,365	173	12.7%
	Total Direct	209,812	27,768	13.2%
	Pass along orders	NA	1,181	
	Refer a Friend Survey	NA	11,318	
	Total		40,267	
	Change since last report		418	

RESPONSES**


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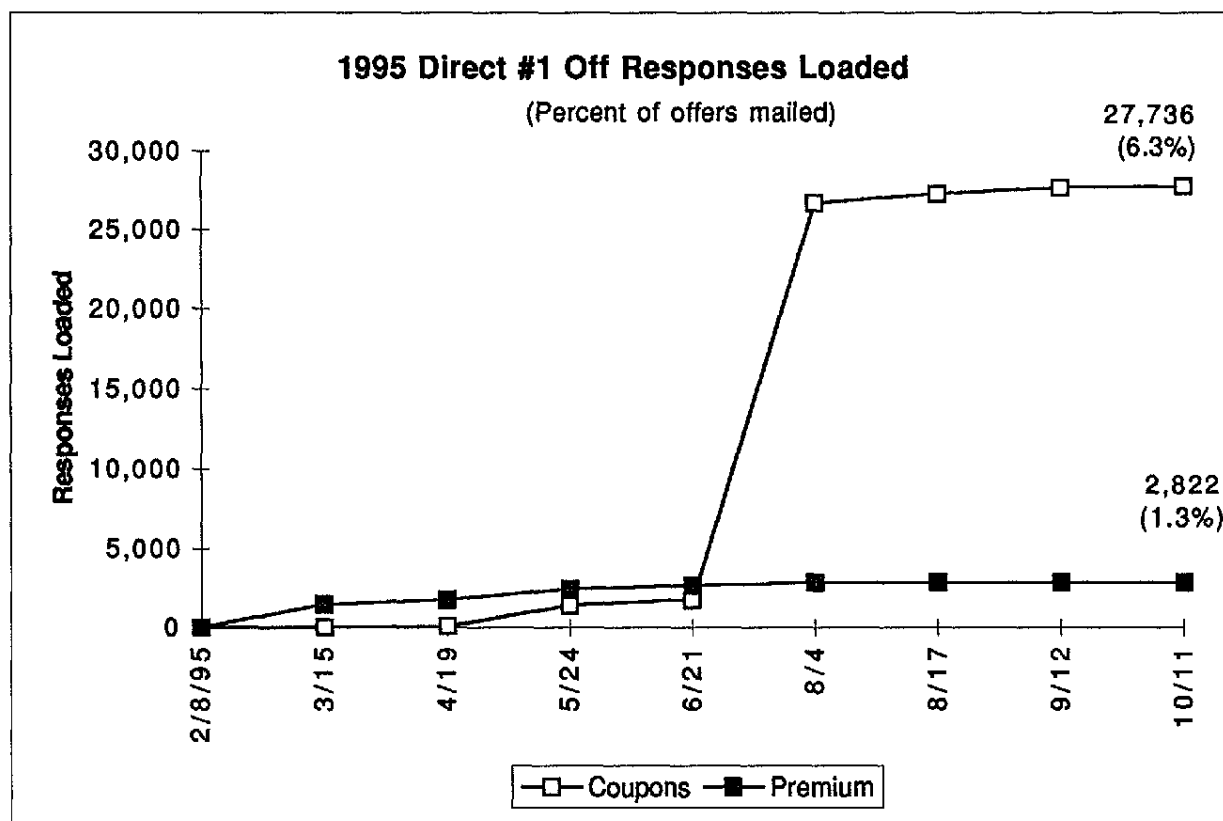
*Responder = unique individuals who have responded to one or more response devices. ** Responses = total time individuals respond (includes response to multiple response devices).

TOPLINE RESPONSE STATUS FOR 1995 PARLIAMENT DIRECT #1 OFFENSIVE ((95500)

DROP DATE: January, 1995

OFFERS: TWO COUPONS (\$1.00 OFF CARTON/4 PACKS AND \$1.50 OFF 2 PACKS),
DUFFLE BAG ORDER FORM**RESPONDERS***

CELL(S)	DESCRIPTION	MAILED	RESPONDERS ON DATABASE	RESPONDER RATE
11	Comp w/ Parl in Consid set	184,267	13,057	7.1%
12	Comp. Resp. March Ctn Survey	27,757	5,718	20.6%
13	Comp. Resp March Ctn RAF	5,486	616	11.2%
14	Comp. Resp. Direct #3 RAF	899	240	26.7%
15	Comp. Resp. Direct #3 ONHH	1,252	345	27.6%
	Total Direct	219,661	19,976	9.1%
	Pass along orders	NA	259	
	Total		20,235	
	Change since last report		94	

RESPONSES**

*Responder = unique individuals who have responded to one or more response devices. ** Responses = total time individuals respond (includes response to multiple response devices).

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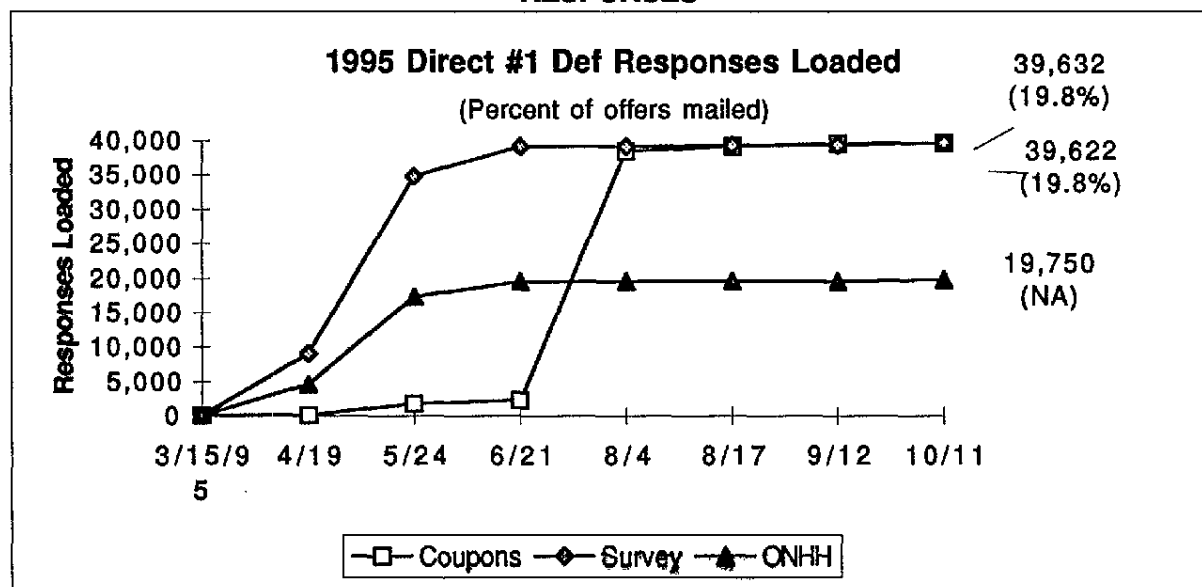
TOPLINE RESPONSE STATUS FOR 1995 PARLIAMENT DIRECT #1 DEFENSIVE (95505)

DROP DATE: February, 1995

OFFERS: ONE COUPON (\$1.00 OFF CARTON/4 PACKS OR \$2.00 OFF CARTON/4 PACKS OR, \$2.00 OFF CARTON/2 PACKS), SURVEY

RESPONDERS*

CELL(S)	DESCRIPTION	MAILED	RESPONDERS ON DATABASE	RESPONDER RATE
1	#1 Sextile Control (\$1)	25,919	11,051	42.6%
2	#2 Sextile Control (\$1)	25,919	9,809	37.8%
3	#3 Sextile Control (\$1)	25,919	8,196	31.6%
4	#4 Sextile Test (\$1)	7,500	2,240	29.9%
5	#5 Sextile Test (\$1)	7,500	1,298	17.3%
6	#6 Sextile Test (\$1)	7,500	844	11.3%
7	#1 Sextile Test (\$2/4)	7,500	3,127	41.7%
8	#2 Sextile Test (\$2/4)	7,500	2,907	38.8%
9	#3 Sextile Test (\$2/4)	7,500	2,349	31.3%
10	#4 Sextile Control (\$2/4)	18,419	5,790	31.4%
11	#5 Sextile Control (\$2/4)	18,419	3,749	20.4%
12	#6 Sextile Control (\$2/4)	18,418	2,371	12.9%
13	#4 Sextile Test (\$2/2)	7,500	2,596	34.6%
14	#5 Sextile Test (\$2/2)	7,500	1,673	22.3%
15	#6 Sextile Test (\$2/2)	7,500	1,157	15.4%
	Total Direct	200,513	59,157	29.5%
	Pass along surveys	NA	264	
	Other Names in Household	NA	18,734	
	Total		78,155	
	Change since last report		416	

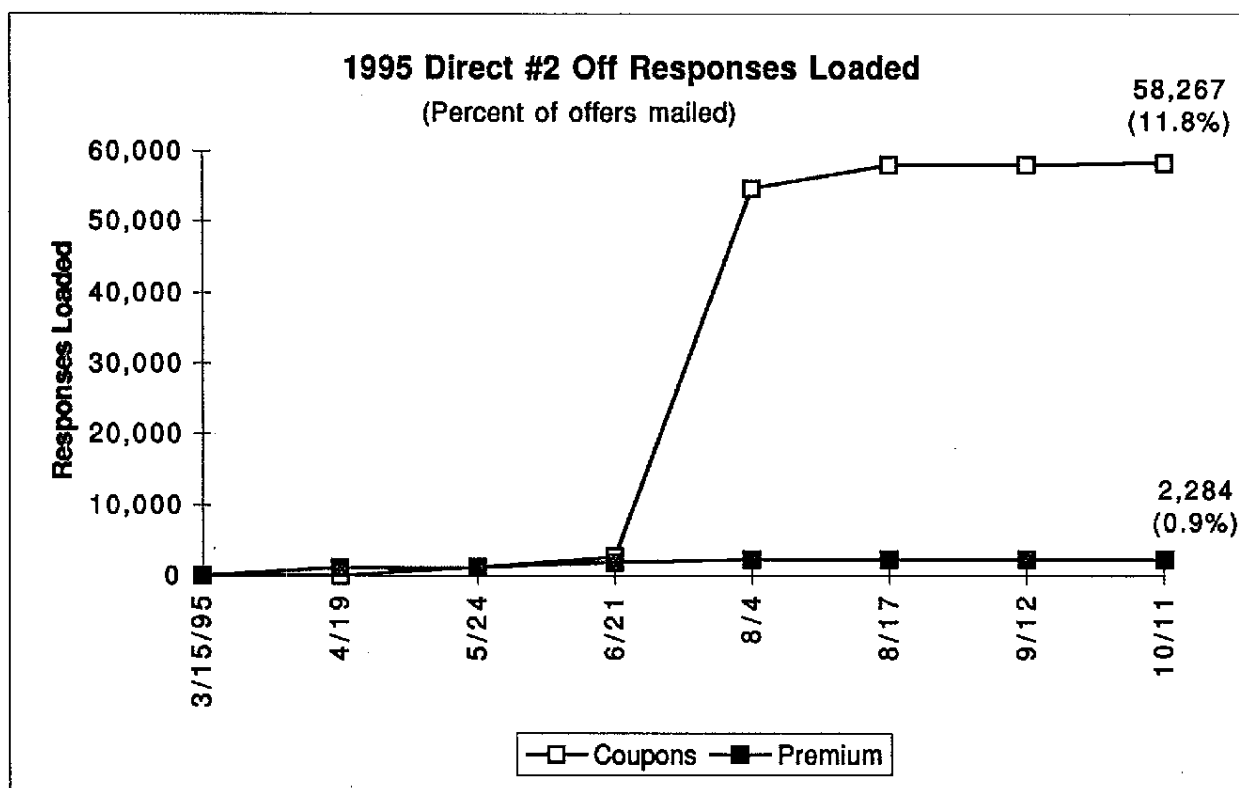
RESPONSES**

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TOPLINE RESPONSE STATUS FOR 1995 PARLIAMENT DIRECT #2 OFFENSIVE ((95510)**DROP DATE: March, 1995****OFFERS: TWO COUPONS (\$2.00 OFF 3 PACKS AND \$1.50 OFF 2 PACKS),
DUFFLE BAG ORDER FORM****RESPONDERS***

CELL(S)	DESCRIPTION	MAILED	RESPONDENTS ON DATABASE	RESPONDER RATE
1	Comp w/ Parl in Consid set	183,798	19,110	10.4%
2	Comp. Resp. March Ctn Survey	26,794	8,531	31.8%
3	Comp. Resp March Ctn RAF	5,537	884	16.0%
4	Comp. Resp. Direct #3 RAF	1,106	450	40.7%
5	Comp. Resp. Direct #3 ONHH	1,338	547	40.9%
6	Comp. Parl in Sh Purch	9,865	2,034	20.6%
7	Comp. Parl Prev Brand	18,852	2,088	11.1%
	Total Direct	247,290	33,644	13.6%
	Pass along orders	NA	272	
	Total		33,916	
	Change since last report		202	

RESPONSES**

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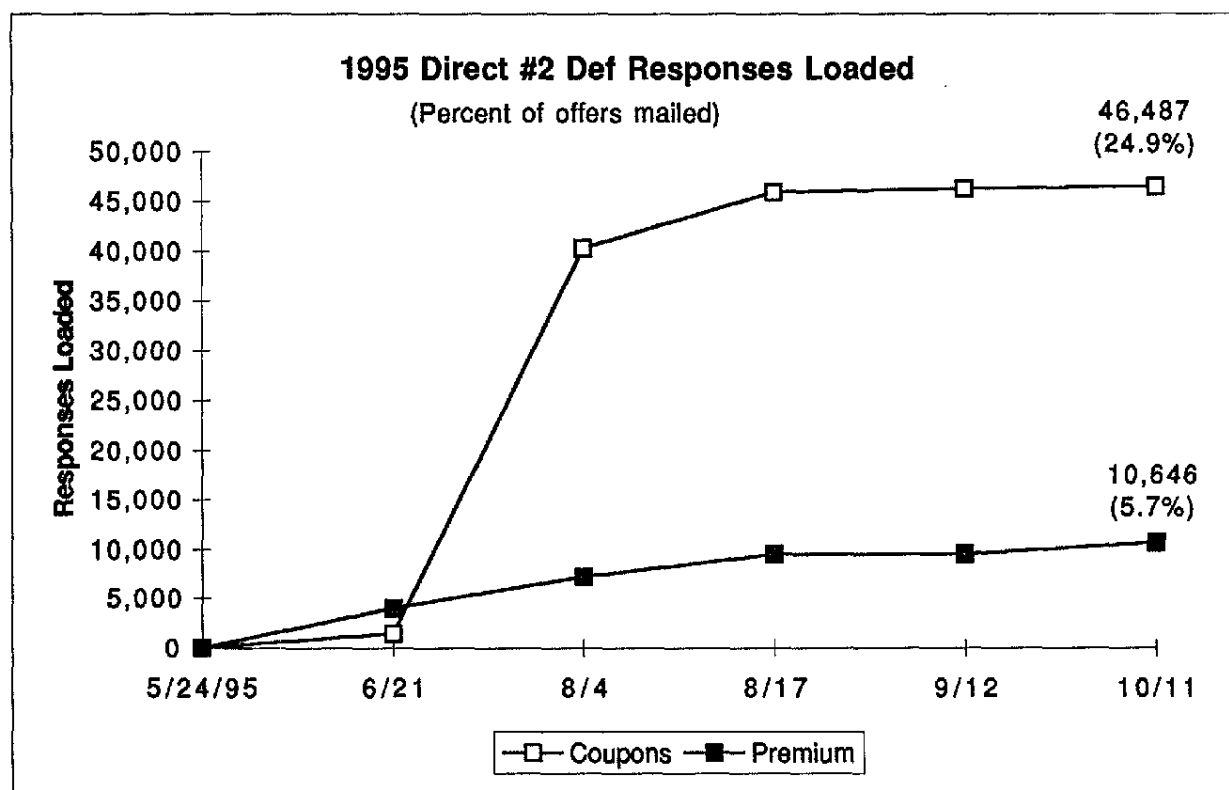
TOPLINE RESPONSE STATUS FOR 1995 PARLIAMENT DIRECT #2 DEFENSIVE (95515)

DROP DATE: April, 1995

OFFERS: ONE COUPON (\$1.00 OFF CARTON OR 4 PACKS),
PICNIC BASKET, WINE CHILLER ORDER FORM**RESPONDERS***

CELL(S)	DESCRIPTION	MAILED	RESPONDERS ON DATABASE	RESPONDER RATE
1	DM # 1 Recipients, Sextile 1	27,432	10,974	40.0%
2	DM # 1 Recipients, Sextile 2	27,603	9,559	34.6%
3	DM # 1 Recipients, Sextile 3	27,924	7,805	28.0%
4	DM # 1 Recipients, Sextile 4	27,949	9,295	33.3%
5	DM # 1 Recipients, Sextile 5	28,216	4,963	17.6%
6	DM # 1 Recipients, Sextile 6	28,695	2,915	10.2%
7	Prev Non-Resp, Resp '94 pgm	1,608	756	47.0%
8	Prev Non-Resp, Resp '93 pgm	2,460	856	34.8%
10	Parl smokers added since DM#1	15,110	3,063	20.3%
	Total Direct	186,997	50,186	26.8%
	Pass along orders	NA	487	
	Total		50,673	
	Change since last report		-514	*

* Negative Change due to error in last report. Without error change approx. +1,350

RESPONSES**

*Responder = unique individuals who have responded to one or more response devices. ** Responses = total time individuals respond (includes response to multiple response devices).

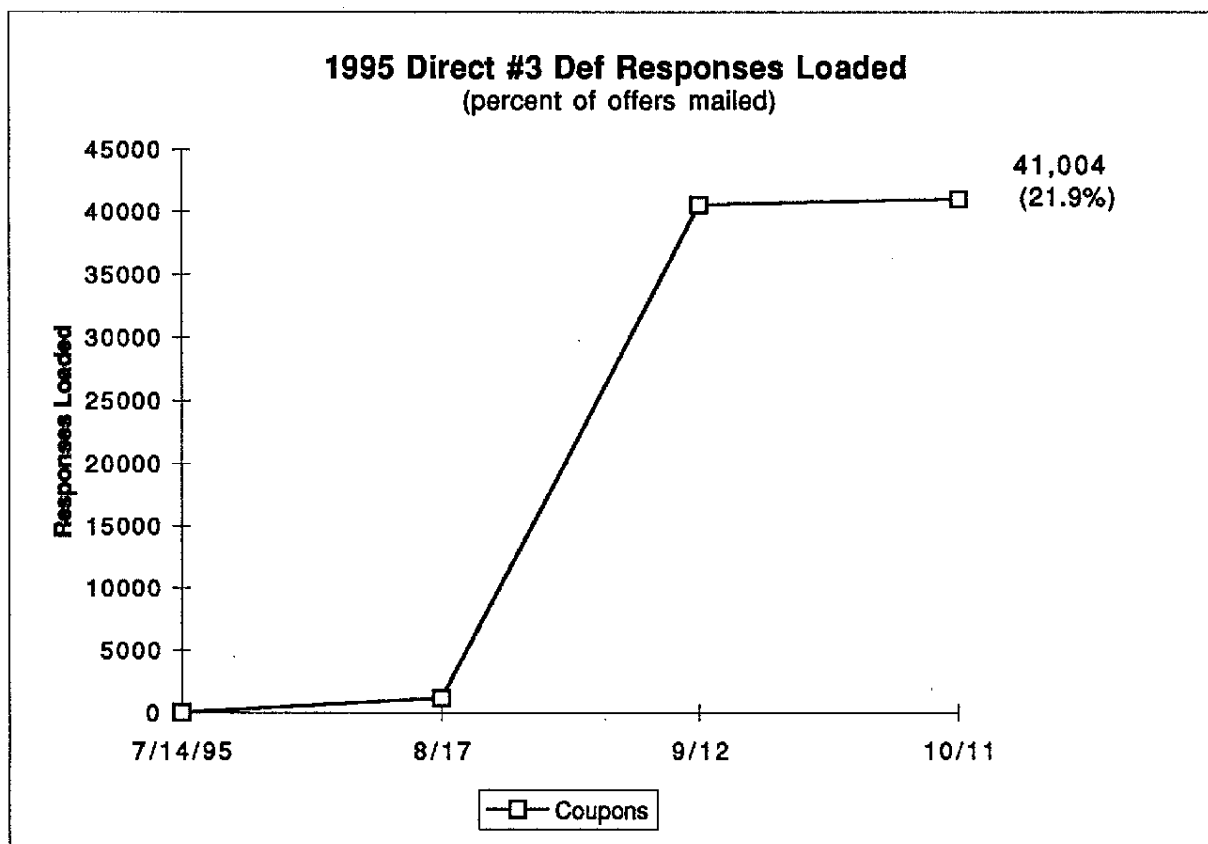
TOPLINE RESPONSE STATUS FOR 1995 PARLIAMENT DIRECT #3 DEFENSIVE (95520)

DROP DATE: June, 1995

OFFERS: ONE COUPON (\$1.00 OFF CARTON OR 4 PACKS)

RESPONDERS*

CELL(S)	DESCRIPTION	MAILED	RESPONDERS ON DATABASE	RESPONDER RATE
1	DM # 1 Recipients, Sextile 1	27,055	8,806	32.5%
2	DM # 1 Recipients, Sextile 2	27,208	7,677	28.2%
3	DM # 1 Recipients, Sextile 3	27,451	6,184	22.5%
4	DM # 1 Recipients, Sextile 4	27,641	7,671	27.8%
5	DM # 1 Recipients, Sextile 5	27,898	3,920	14.1%
6	DM # 1 Recipients, Sextile 6	28,369	2,199	7.8%
7	Prev Non-Resp, Resp '94 pgm	1,717	619	36.1%
8	Prev Non-Resp, Resp '93 pgm	2,671	686	25.7%
10	Parl smokers added since DM#1	17,027	2,558	15.0%
	Total Direct	187,037	40,320	21.6%
	Pass along orders	NA	25	
	Total		40,345	
	Change since last report		2,508	

RESPONSES**

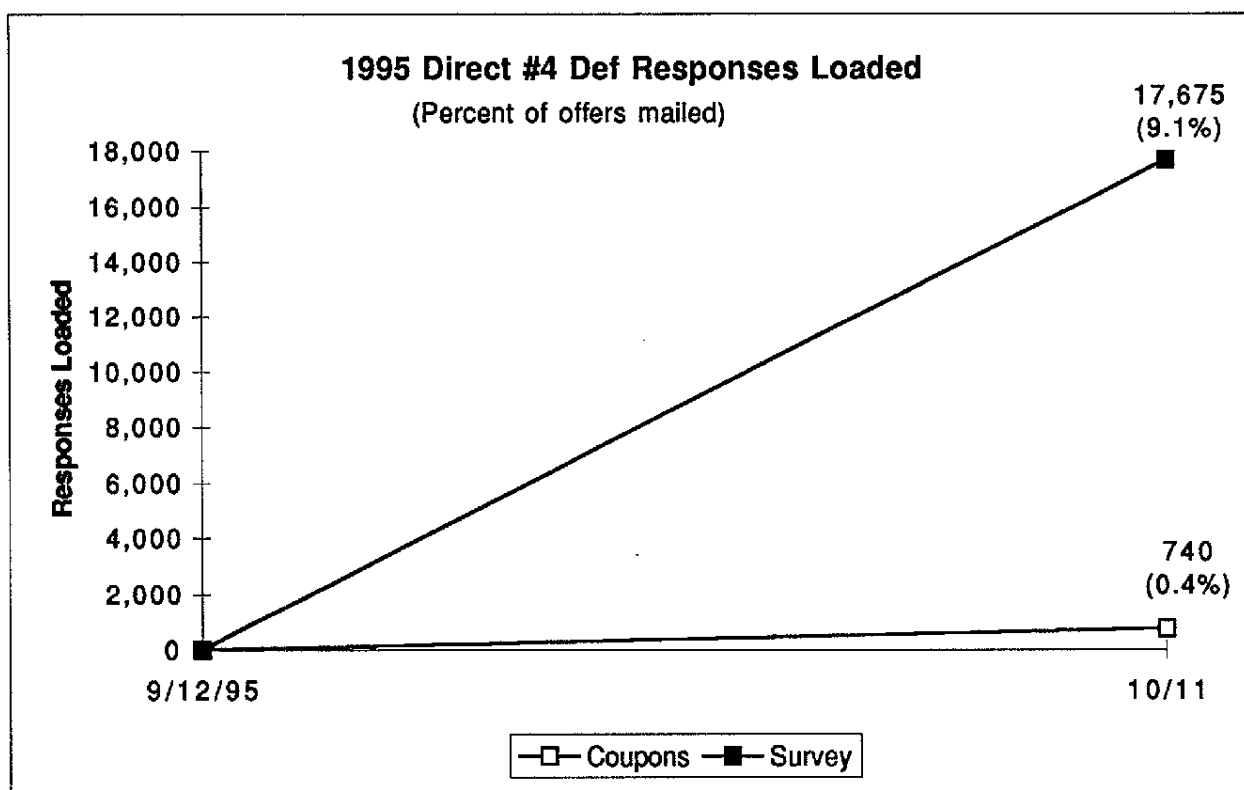
*Responder = unique individuals who have responded to one or more response devices. ** Responses = total time individuals respond (includes response to multiple response devices).

TOPLINE RESPONSE STATUS FOR 1995 PARLIAMENT DIRECT #4 DEFENSIVE (95534)

DROP DATE: August, 1995

OFFERS: ONE COUPON (\$1.00 OFF CARTON OR 4 PACKS),
SURVEY**RESPONDERS***

CELL(S)	DESCRIPTION	MAILED	RESPONDERS ON DATABASE	RESPONDER RATE
1	DM # 1 Recipients, Sextile 1	25,315	137	0.5%
2	DM # 1 Recipients, Sextile 2	25,485	149	0.6%
3	DM # 1 Recipients, Sextile 3	25,894	105	0.4%
4	DM # 1 Recipients, Sextile 4	26,491	119	0.4%
5	DM # 1 Recipients, Sextile 5	26,707	58	0.2%
6	DM # 1 Recipients, Sextile 6	27,258	32	0.1%
7	Prev Non-Resp, Resp '94 pgm	2,428	22	0.9%
8	Prev Non-Resp, Resp '93 pgm	5,377	29	0.5%
10	Parl smokers added since DM#1	28,442	85	0.3%
	Total Direct	193,397	736	0.4%
	Pass along orders	NA	1	
	Total		737	
	Change since last report		737	

RESPONSES**

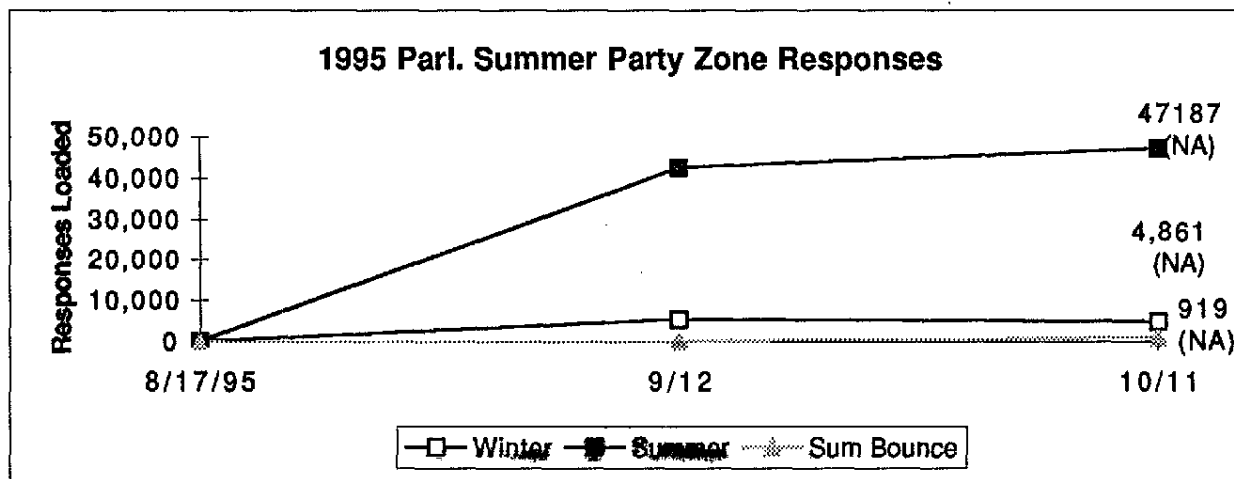
*Responder = unique individuals who have responded to one or more response devices. ** Responses = total time individuals respond (includes response to multiple response devices).

TOPLINE RESPONSE STATUS FOR 1995 PARLIAMENT PARTY ZONE PROMOTIONS
 DROP DATE: WINTER: JANUARY - MARCH 1995; SUMMER: MAY - SEPT. 1995
 OFFERS: EVENT CARDS

RESPONDERS*

PROGRAM #	DESCRIPTION	QUANTITY	RESPONDERS ON DATABASE	RESPONDER RATE
95512A	Winter - Sample	NA	4782	NA
95512B	Winter - No Sample	NA	125	NA
95512C	Winter -	NA	18	NA
	Total Winter	NA	4925	NA
95521	Cape Code	NA	710	NA
95522	Hamptons	NA	5127	NA
95523	Fire Island	NA	2448	NA
95524	Rhode Island	NA	2697	NA
95525	North Jersey	NA	3213	NA
95526	South Jersey	NA	3,281	NA
	Total Summer	NA	17,476	NA
95528	Cape Code Bounceback	2,242	46	2.1%
95529	Hamptons Bounceback	9,137	210	2.3%
95530	Fire Island Bounceback	5,385	96	1.8%
95531	Rhode Island Bounceback	5,389	115	2.1%
95532	North Jersey Bounceback	8,486	248	2.9%
95533	South Jersey Bounceback	6,793	177	2.6%
	Total Summer Bounceback	37,432	892	2.4%
	Total	NA	23,293	NA
	Change since last report		892	

RESPONSES**



*Responder = unique individuals who have responded to one or more response devices. ** Responses = total time individuals respond (includes response to multiple response devices).

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TOPLINE RESPONSE STATUS FOR 1995 PARLIAMENT PROMOTIONS

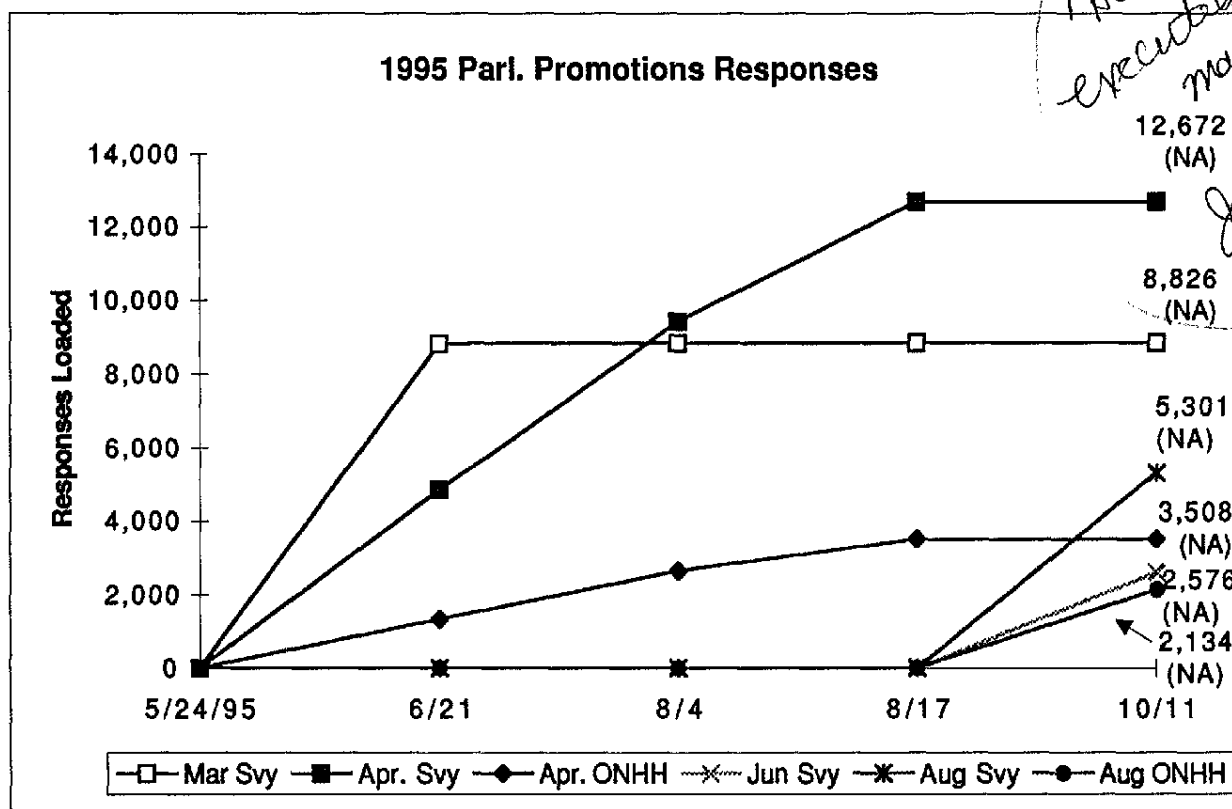
DROP DATE: MARCH - AUGUST, 1995

OFFERS: MISCELLANEOUS

RESPONDERS*

PROGRAM #	DESCRIPTION	QUANTITY	RESPONDERS ON DATABASE	RESPONDER RATE
95507	4/95 Ctn Ins. Ice Crm Dish BB	NA	8,028	NA
95508	4/95 Ctn Ins. ONHH survey	NA	3,445	NA
95509	3/95 Pk Ins. Srvy Lighter BB	NA	8,145	NA
95516	6/95 Pk Ins. Srvy Lighter BB	NA	2,525	NA
95517	8/95 Ctn Ins. Pict. Frame BB	NA	3,995	NA
95518	8/95 Ctn Ins. ONHH survey	NA	1,600	NA
	Total	NA	27,738	NA
	Change since last report		8,101	

RESPONSES**



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